Graphical Logo Guide

The Graphical Logo offers UPS customers the ability to print high resolution images at the top of their shipping label. The Graphical Logo in this guide was created using Microsoft Office Programs. Other photo editing software can be used, but you must still adhere to the guidelines in the Notes and Content pages.

Notes

Although the set up process is similar to the shipment label header, it is important to note the key differences between the two formats.

1. The Graphical Logo will only be associated with a shipper, NOT a profile.

2. The Graphical Logo uses a much larger pixilation ratio, so make sure you are using high resolution images.

3. The Epson TM-C3400A's **Media Type** must be set "Fine Media" with the **Printing Preferences** of the driver.

4. The Maximum Pixel Ratio is 1400x679 for Graphical Logos, instead of 350x175 like Shipment Label Headers

5. The Graphical Logo requires setting up a separate printer configuration within Worldship. You will NOT need a separate TM-C3400A to switch between Graphical Logos and Shipment Label headers. You can set up multiple printer configurations within Worldship for a single printer.

6. The Graphical Logo Image prep may require photo editing software like photoshop powerpoint, paint, or picture manager to design more complex designs. This guide will show you how to make a high resolution Graphic Logo with multiple images using powerpoint, picture manager, and paint.

Contents

1. **Image Prep**

    A. Design- Design and create a Graphical Logo using Microsoft Powerpoint.

    B. Resizing- Crop and resize the newly created Graphical Logo Design to fit within the 1400x679 pixel framework using Microsoft Picture Manager.

    C. Formatting- Load the newly created Graphical Logo Image into Microsoft Paint and save the image as .BMP file to compatible with World Ship 2013.

2. **Graphic Logo Printer Setup in World Ship 2013**

    A. Adding Printer- create a new printer option within system preferences editor specifically for Graphical Logos.

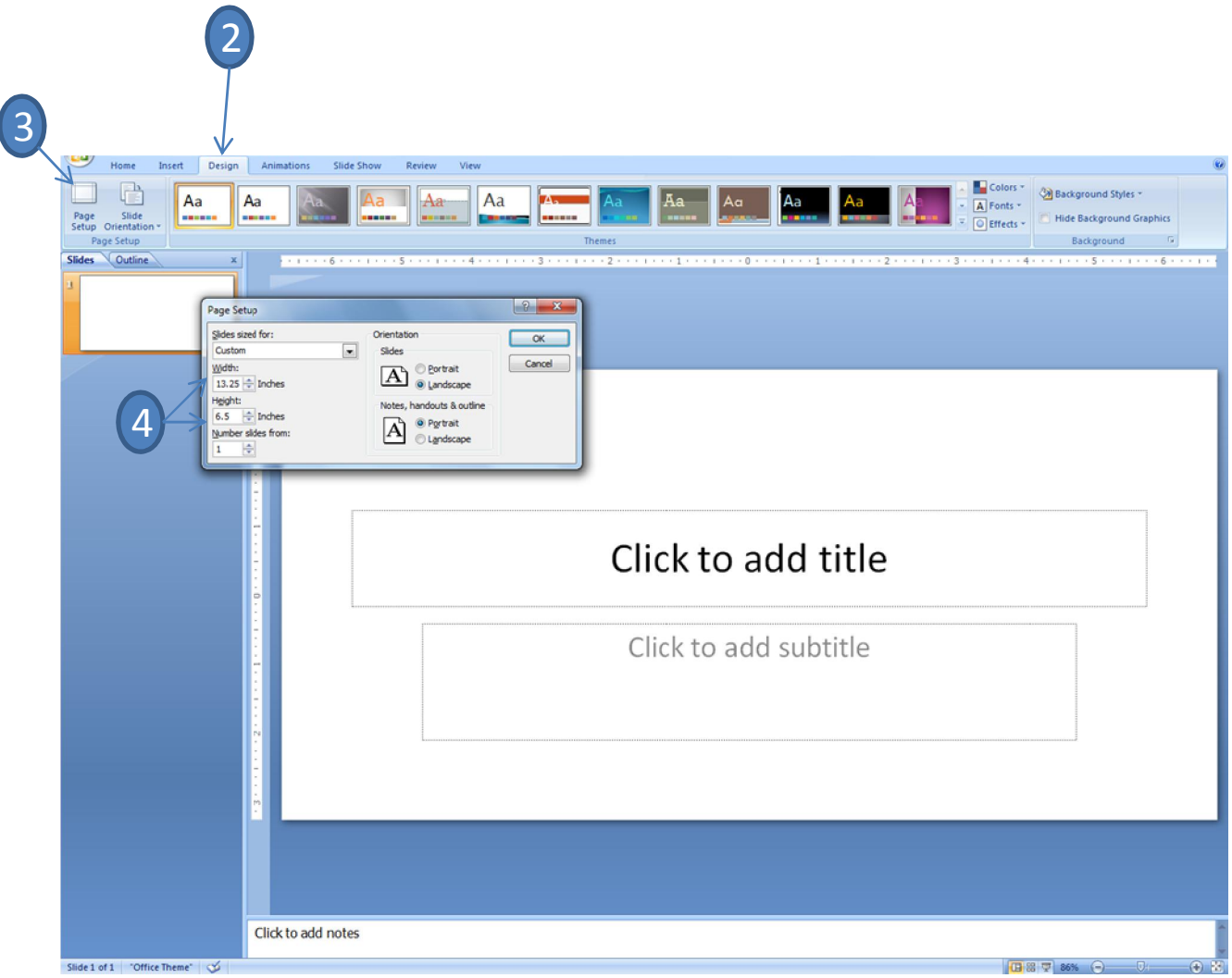
    B. Printer Setup- Properly configuring the printer to print Graphical Logos.

3. **Enabling Graphic Logo Image in World Ship 2013**

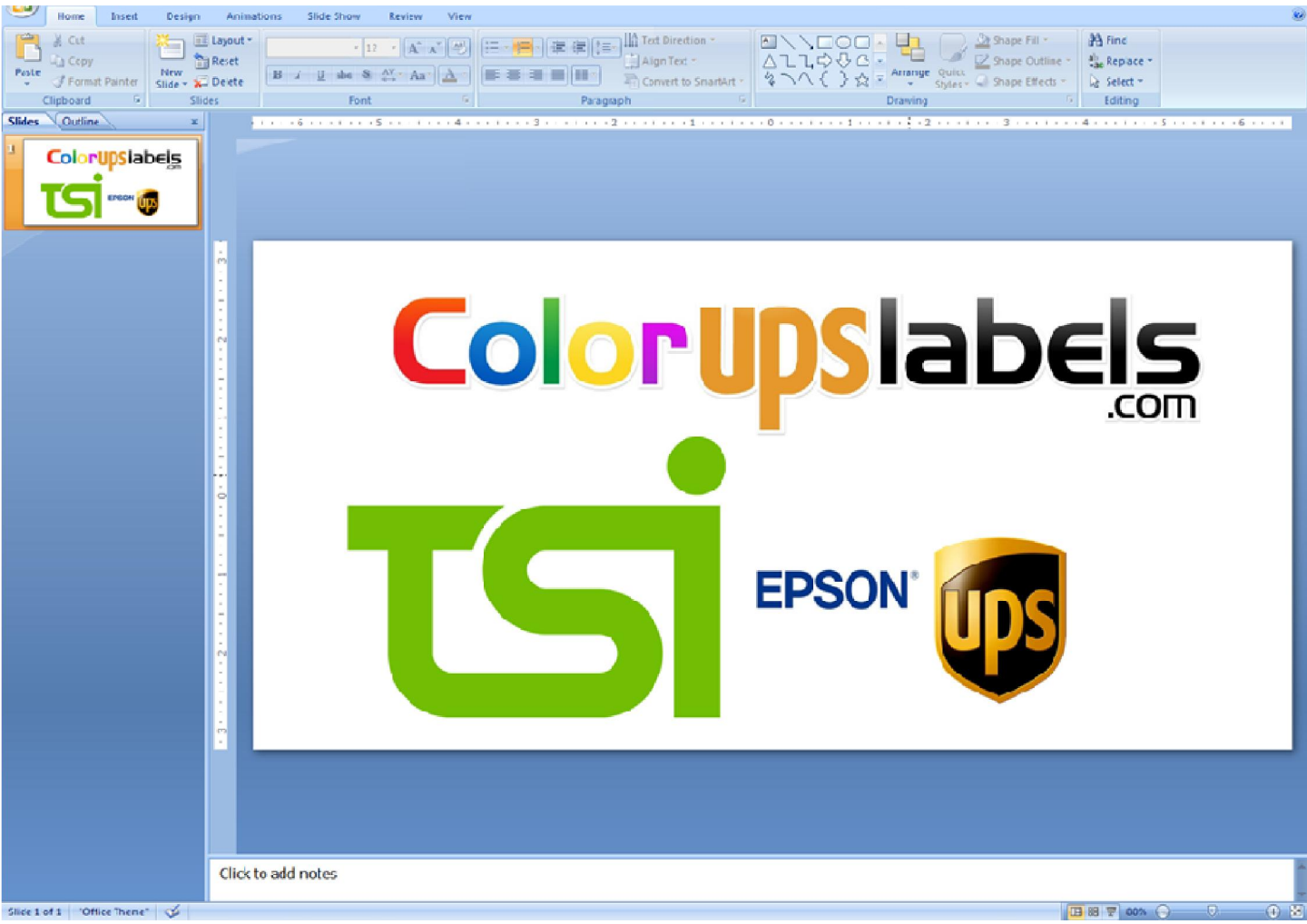
    A. Shipper Editor- Modifying the preferences within the Shipper Editor section of World Ship 2013.

Graphical Logo Image Preparation

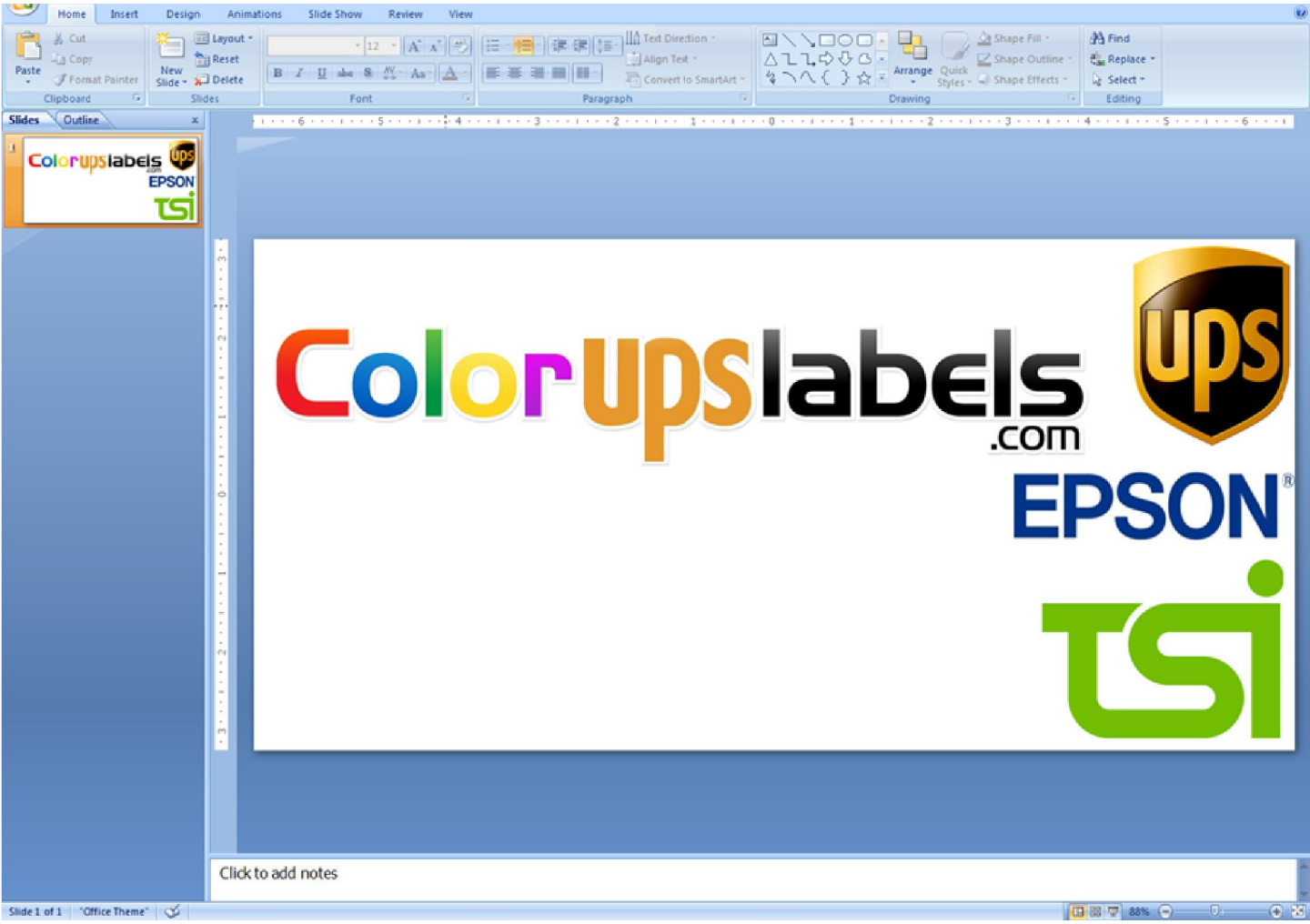
1. Open Microsoft Powerpoint
2. Click on Design Tab
3. Click on Page Setup
4. Make the page 13.25” Width x 6.5” Height



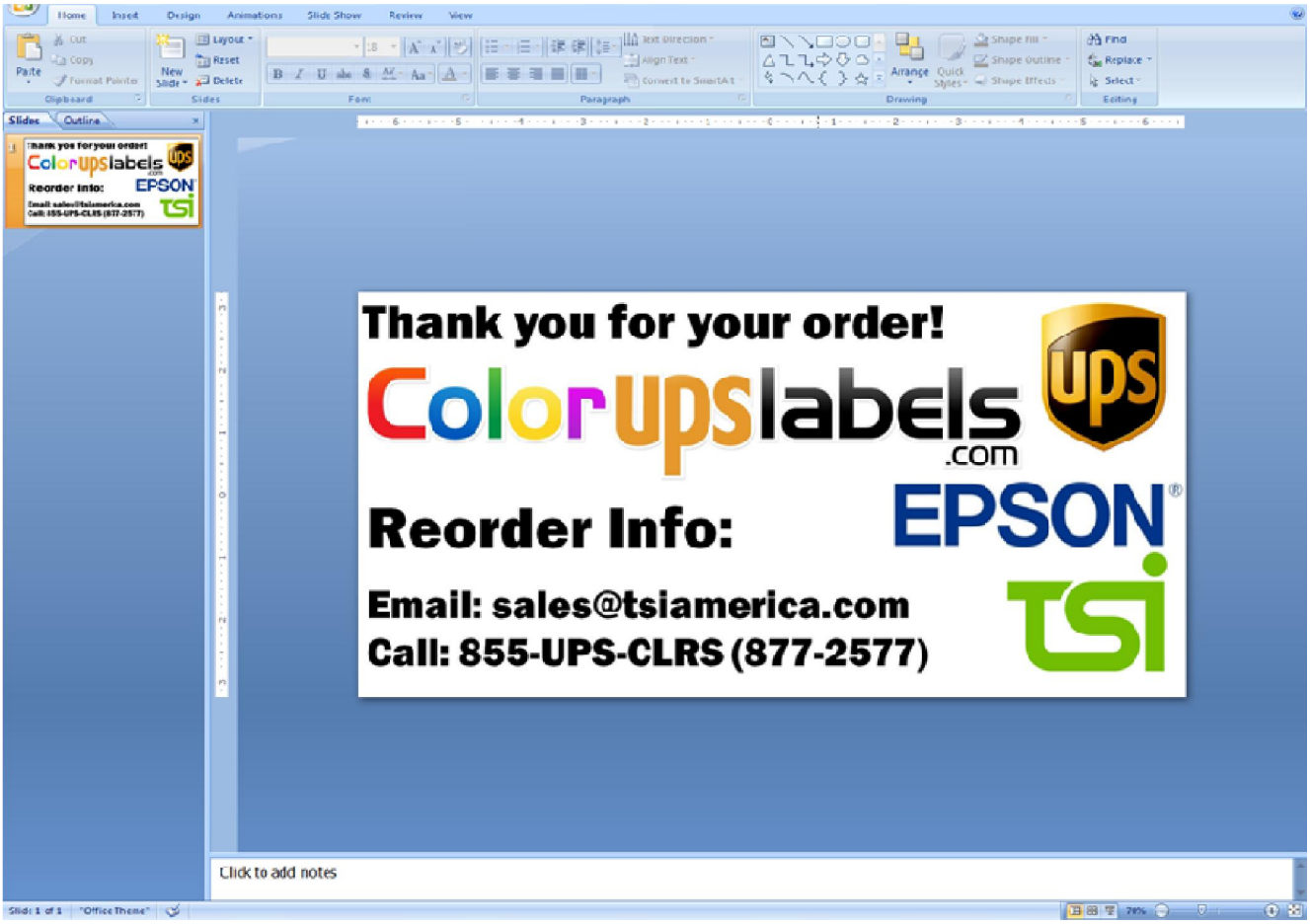
5. Delete title and text fields. Then Drag and drop the images you would like to use for your Graphical Logo design.



6. Resize the images and move them to wherever you'd like to fit within the page layout.



7. Insert Text Boxes to create messages.



8. View the Image in as a slide show and Take a Screen Shot (Ctrl+PrintScreen)

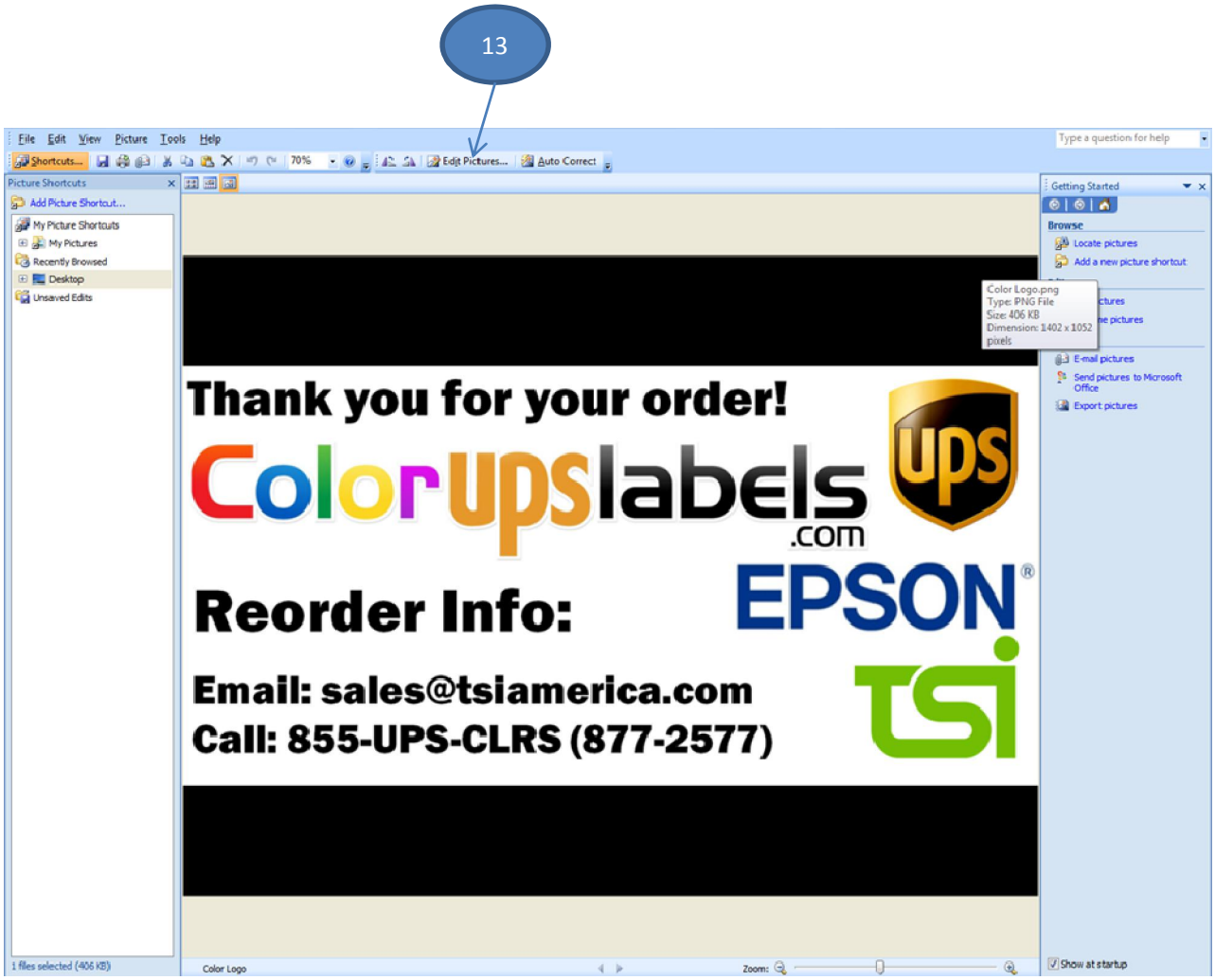
9. Add a New Slide (Blank).

10. Right Click and Paste the screen shot on that blank new slide

11. Without resizing the image, save it to your desktop by right clicking on the image and selecting “save as picture”

12. Open the image in microsoft picture manger

13. Click on “Edit Pictures”

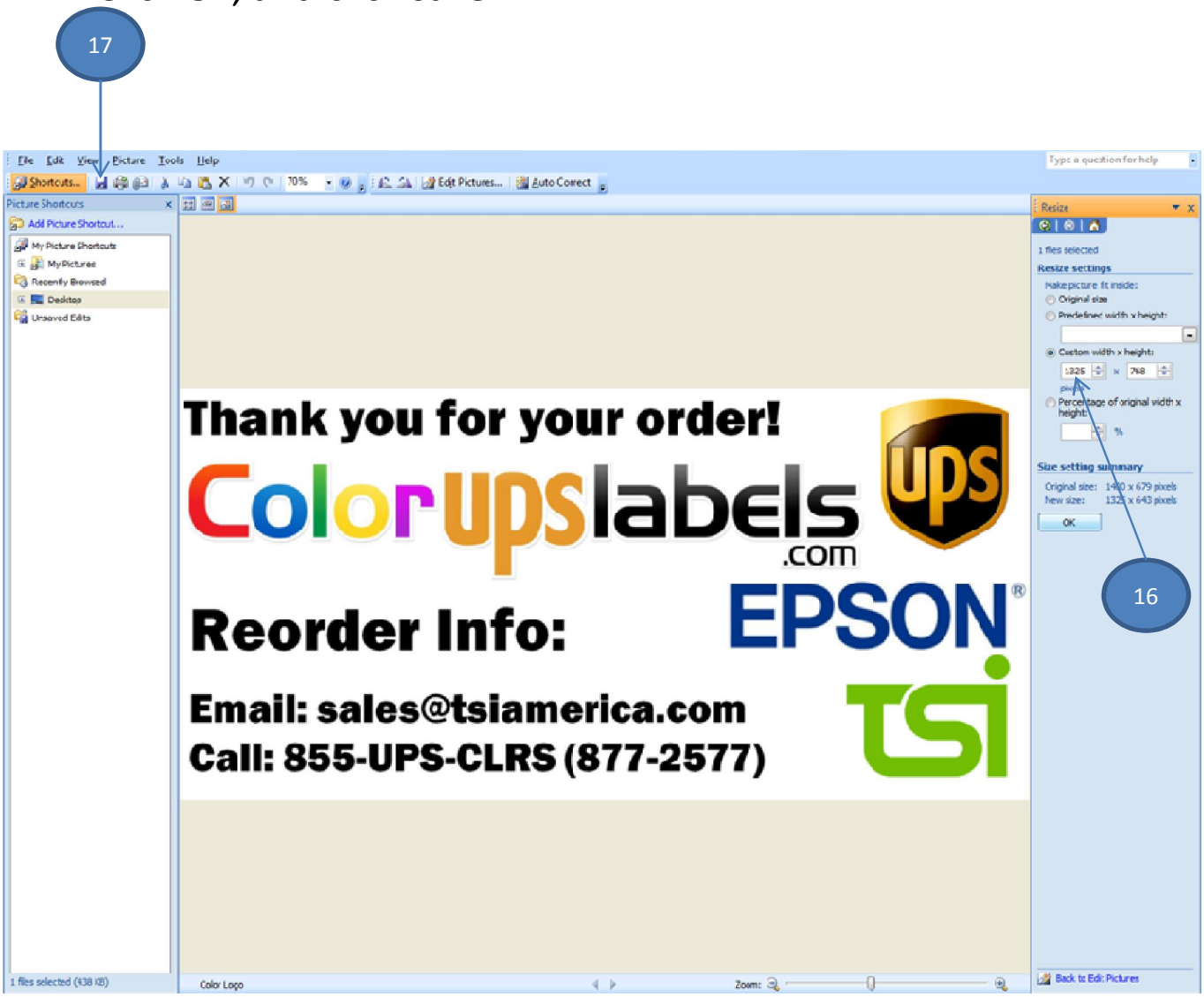


14. Click on “Crop,” and adjust the frame to 1400 width x 679 height.

15. Click Ok

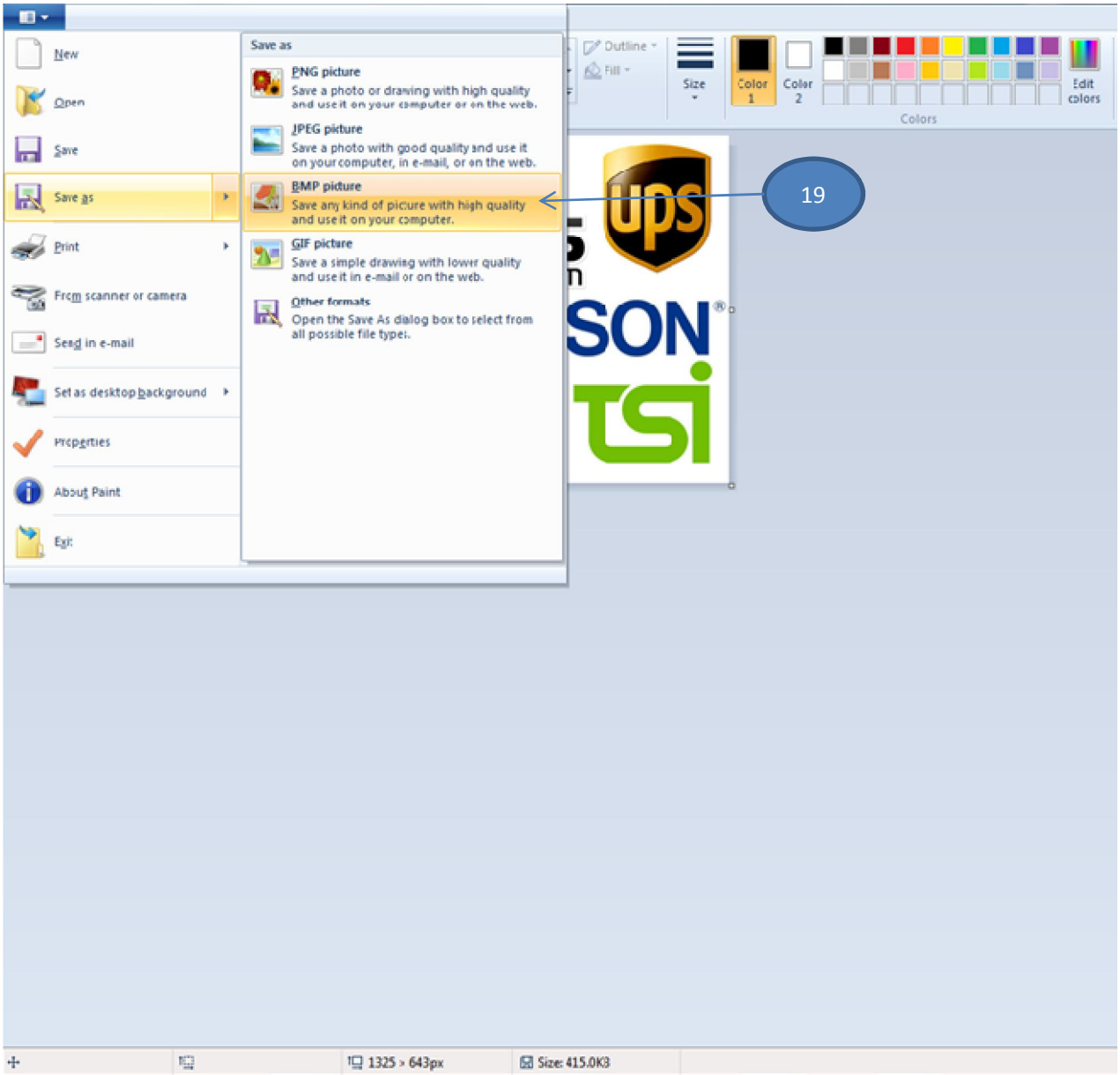
16. If you would like to give your Graphic Logo some margins around the edges, then click on resize and adjust the image size to 1325 width and 643 height. (Note: resizing is not needed, but it helps center the logo)

17. Click Ok, and click save



18. Open the newly cropped and resized image in paint, then Save it as a .BMP file to your desktop.

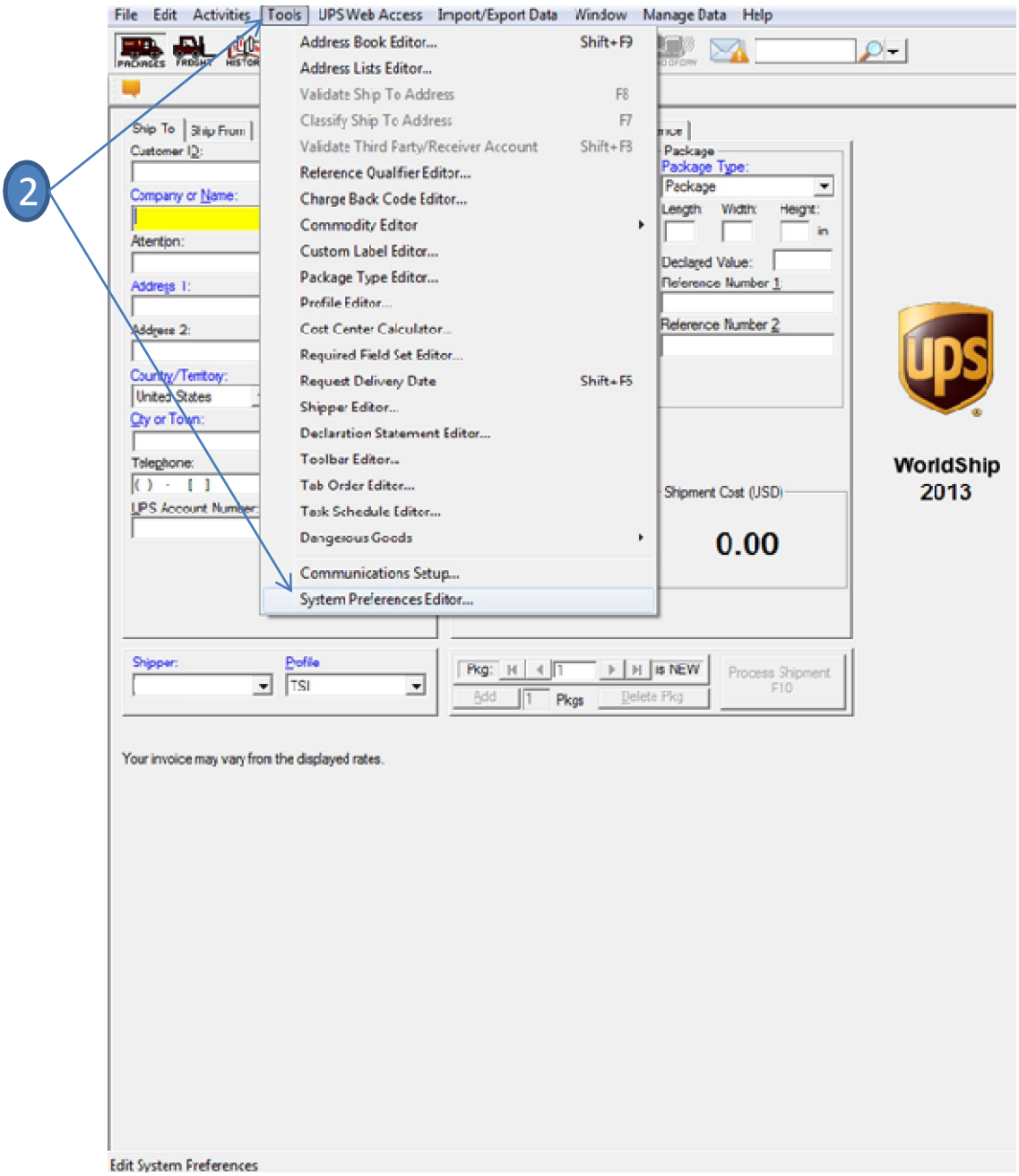
19. Finished and ready for loading into Worldship


New
Open
Save
Save as
Print
From scanner or camera
Send in e-mail
Set as desktop background
Properties
About Paint
Exit
Save as
PNG picture
Save a photo or drawing with high quality and use it on your computer or on the web.
JPEG picture
Save a photo with good quality and use it on your computer, in e-mail, or on the web.
BMP picture
Save any kind of picture with high quality and use it on your computer.
GIF picture
Save a simple drawing with lower quality and use it in e-mail or on the web.
Other formats
Open the Save As dialog box to select from all possible file types.
Outline
Fill
Size
Color 1
Color 2
Edit colors
Colors
19
1325 × 643px
Size: 415.0KB

Graphical Logo Printer Setup

1.Open WorldShip to the main shipping page

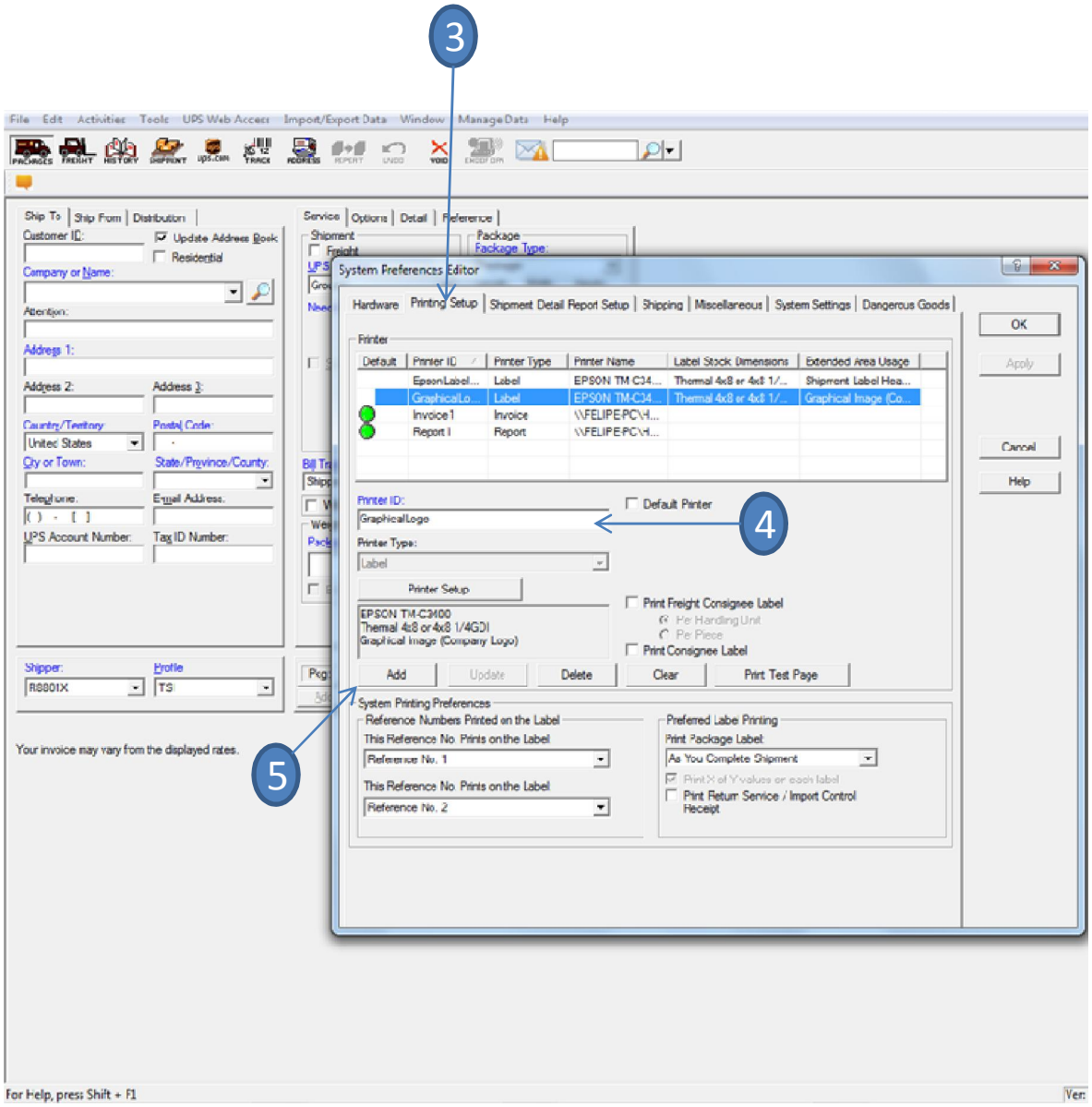
2.On the **Tools** menu, click **System Preference Editor.**



3. Click the **Printing Setup** tab

4. On the **Printing Setup** tab, Enter a **Printer ID** *GraphicalLogo* and ensure **Printer Type** is *Label*

5. Click the **Add** button

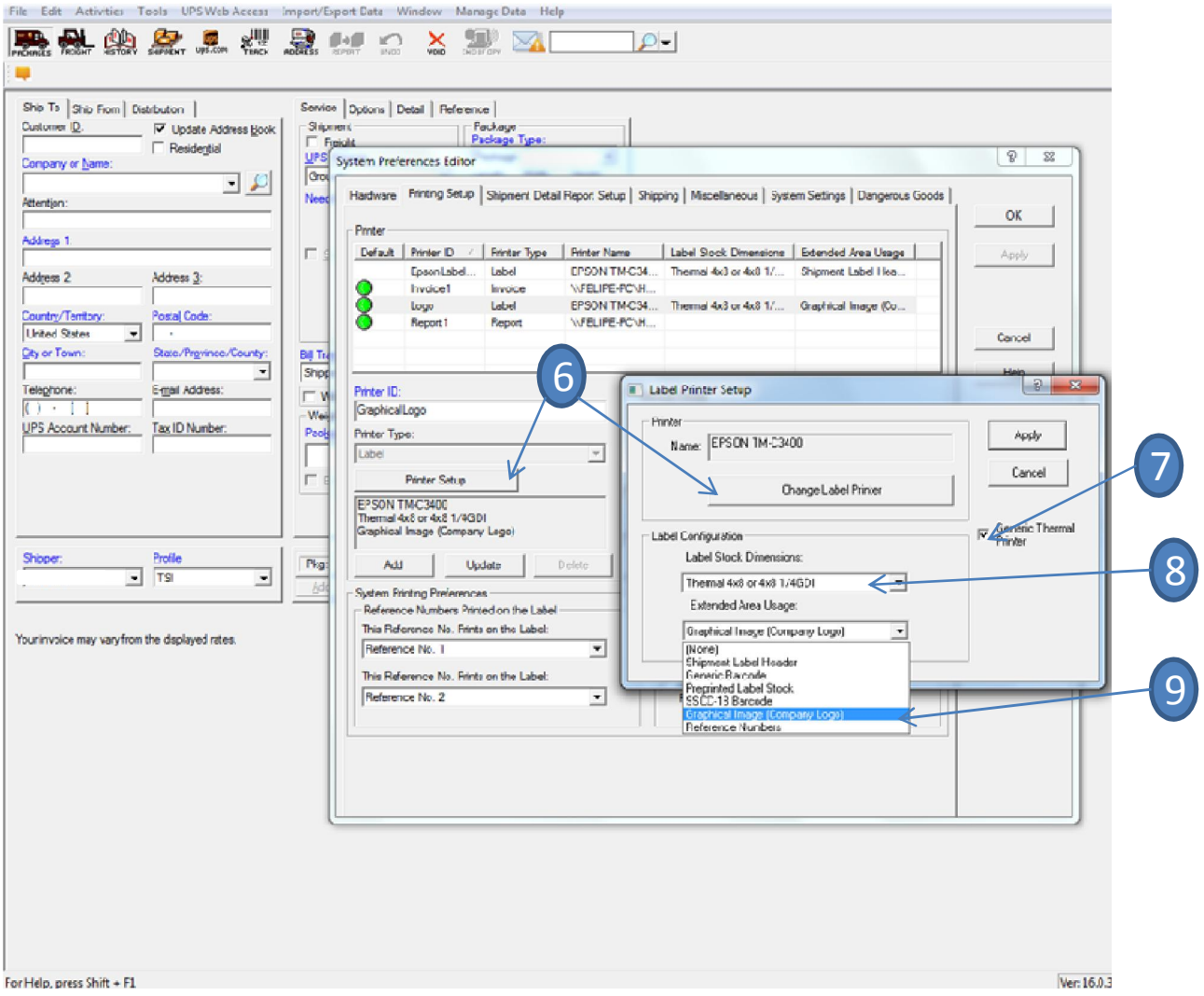


6. Click on **Printer Setup** click the **Change Label Printer** button and select your Epson printer and click **select**

7. Under the cancel button on the Label Printer Setup screen, select box to indicate a **Generic Thermal Printer**

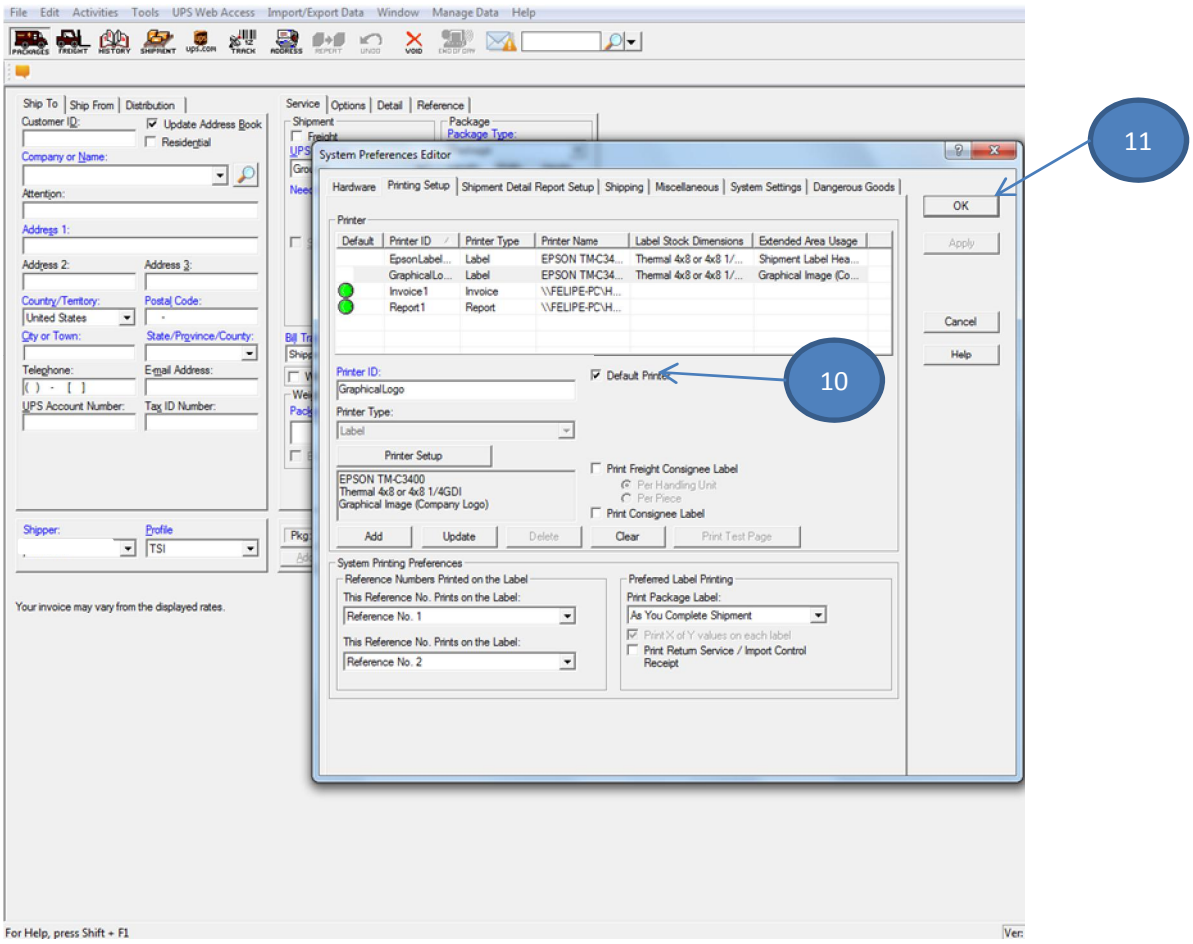
8. Under **Label Configuration,** click the down arrow in the **Label Stock Dimensions** box and select Thermal **4x8 or 4x8¼GDI**

9. Click the down arrow in the **Extended Area Usage** box and select **Graphical Image (Company Logo)** Click the **Apply** button



10. Your new printer should be highlighted on the list, select the **Default printer box** in the center under the list box and then select the **Update** button to set the EpsonGraphical as the default printer.

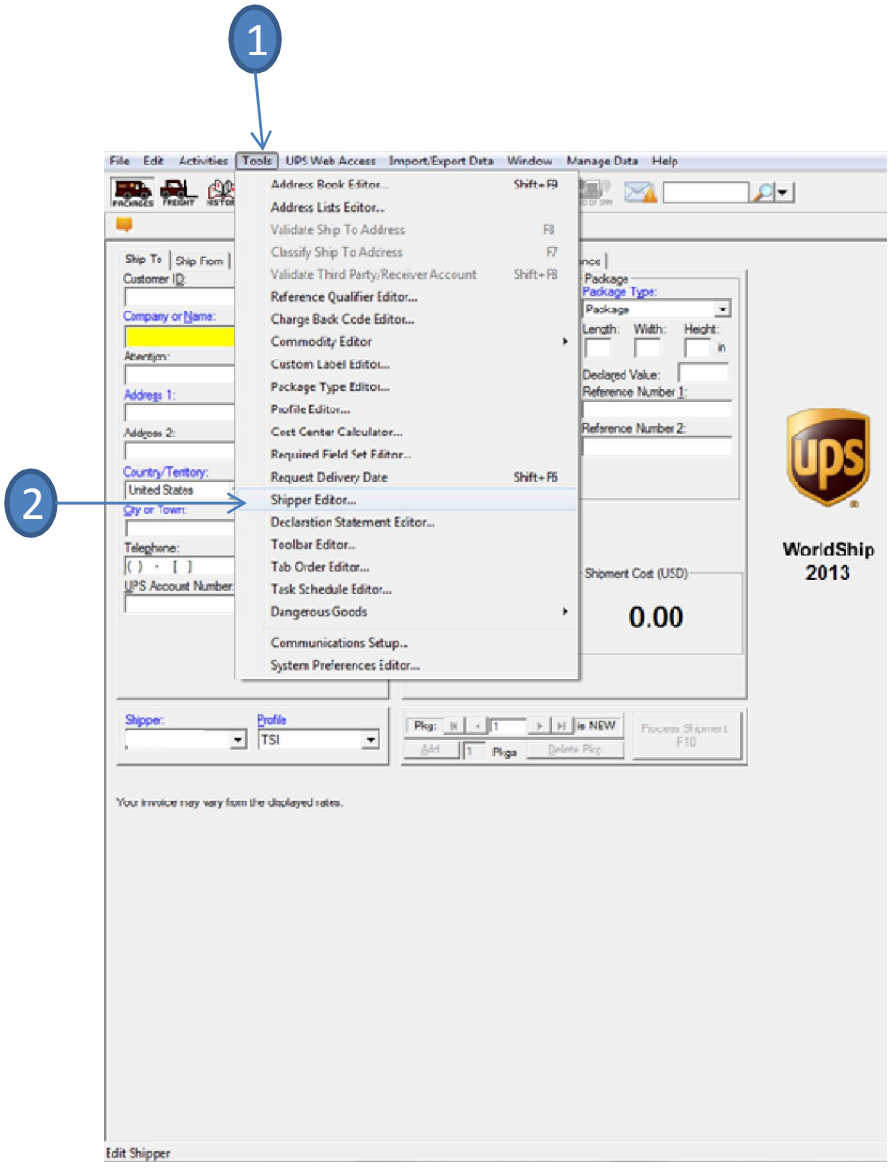
11. Select OK on the confirmation screen and select OK to exit the System Preference Editor.



Enable Graphical Logo Image

1.Open **WorldShip** to the main shipping page.

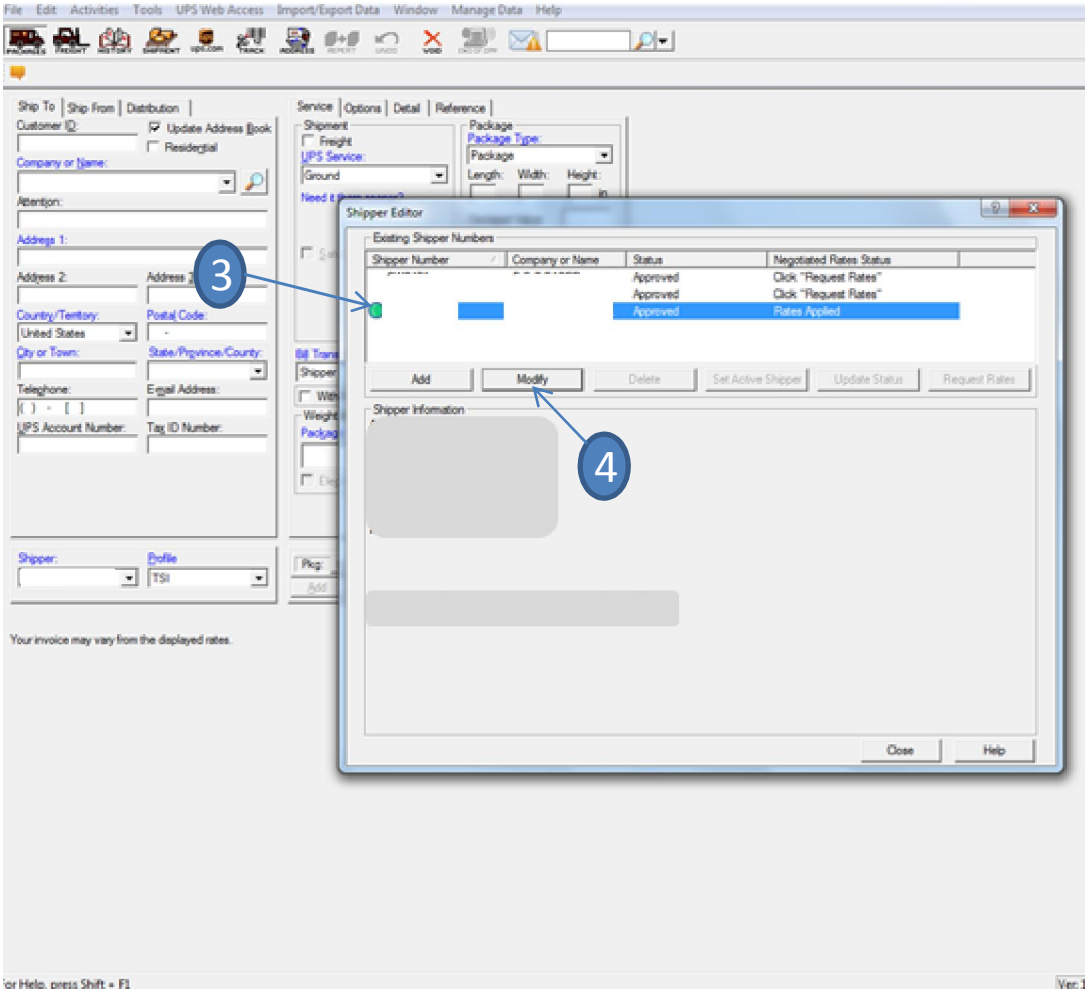
2.On the **Tools** menu, click **Shipper Editor**



3. Select the **Shipper Number** of the account you would like to modify.

•(for security purposes during this guide, we have blocked out our shipping numbers, and the account information associated with them.)

4. Click the **Modify** button



5. Click the **Preferences** tab

6. Click the **Select Image...** button. Find the file you wish to use and click the **Select** button where the image is located (you may need to change the file type from .pcx to All Files to see your file).

7. Click the **OK** button and then close the **Shipper Editor** screen.

8. Finished!